



# ORDER

Flight Dates **08/22/12-08/22/12**

Contract / Revision **308623 /** **David Schweikert for Congress 201**

Original Date / Revision **08/21/12 08/21/12** Agency Com 15%

Billing Contact

Advertiser **Schweikert / Republican / Co**  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Product

**David Schweikert for Congress 201**

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes DO

Priority P-3

Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	6	\$2,252.50	\$2,650.00	0.00	07/30/12	08/22/12	6	\$2,252.50	\$2,650.00
Totals	6	\$2,252.50	\$2,650.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	08/22/12	08/22/12	M-F 7-9am M-F 7-9am	CM	7am-9am	--W----	:30	2	\$225.00	P-3	0.00 NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----			2		\$225.00		0.00			
N 2	KNXV	08/22/12	08/22/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	--W----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----			1		\$450.00		0.00			
N 3	KNXV	08/22/12	08/22/12		CM	5pm-530pm	--W----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00



KNXV

Print Date: 08/21/12

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Contract / Revision **308623** Flight Dates **08/22/12-08/22/12**

Hiatus Dates

Original Date / Revision 08/21/12/ 08/21/12

Order Sep 00:20:00

Advertiser **Schweikert / Republican / C** Product **David Schweikert for Congr** Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 5pm-530pm												
				M-F 5pm-530pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/20/12	08/26/12	--W----	1		\$450.00		0.00							
N 4	KNXV	08/22/12	08/22/12	M-F 6pm-630pm	CM	6pm-630pm	--W----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00	
				M-F 6pm-630pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/20/12	08/26/12	--W----	1		\$450.00		0.00							
N 5	KNXV	08/22/12	08/22/12	M-F 10-1035pm	CM	10pm-1035pm	--W----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/20/12	08/26/12	--W----	1		\$850.00		0.00							
														Totals	6	\$2,650.00
*Tax 1 Note: Tax 0.5%.																

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